

# TRAVEL TEXAS

— [ FY2022 Marketing Plan ] —



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A family of four is camping on a beach at night. A yellow tent is set up on the left. A woman and a young girl sit on the sand in the center, looking towards the right. A man and a young boy sit on the right, near a campfire that is glowing. The background shows the ocean and a starry night sky.

# ADVERTISING



# Let's Texas

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The Travel Texas advertising campaign promotes Texas as a premier travel destination through domestic and international advertising via television, digital media, and out-of-home advertising.

This year we're evolving our Let's Texas advertising program and further staking our claim to the unique travel experience that can only be had in Texas.

The campaign evolution will avoid the typical tourism advertising formulas and make a pointed and strategic effort to speak directly to travelers about the range of experiences (not activities) they can only have here.

# Advertising Objectives

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- Increase awareness and consideration for leisure travel to and within Texas.
- Drive traffic to [TravelTexas.com](https://www.TravelTexas.com) for inspirational and helpful content related to future travel to Texas.
- Influence non-Texan travel to Texas.

# Media Approach

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- Our Fiscal Year 2022 media plan will place greater emphasis on dynamic, rich advertising, and we will leverage unique and personalized media.
- The advertising program focuses primarily on a domestic campaign as it produces the greatest opportunity to reach potential vacation travelers efficiently, while delivering the highest awareness levels and largest return on ad spend.
- When border and travel restrictions are lifted and market indicators show that the time is right, our top producing international markets (Mexico, Canada, the UK, Germany and Australia) may be added through targeted advertising opportunities.



# Audience Segments

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- **Primary:** Millennials HHI \$40K+
- **Primary:** GenX Families HHI \$60K-\$100K, kids under 18 in HH, Affluent GenX HHI \$100K+, kids under 18 in HH, GenX HHI \$60-\$100K, no kids
- **Secondary:** Boomers HHI \$60K-\$100K, Affluent Boomers HHI \$150K+

# Targeting

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In FY22, Travel Texas will focus more on age targeting versus label targeting, to keep ourselves accurate when reaching our primary and secondary segments.

Within these segments, we will target Domestic Travel Intenders and Passionate Explorers.

Additionally, Travel Texas uses the U.S. Census Bureau percentages, where possible, to reach a more diverse and representative sample of the U.S. population.





# Targeting Travel Intenders

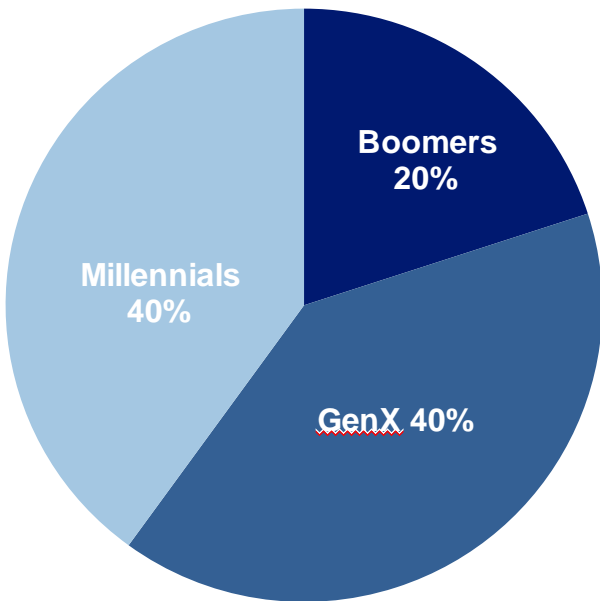
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The consumer behaviors we will target to reach “passionate explorer” travel intenders include:

- **Actively Traveling:** Based on indicators like travel purchases within the last 30-days, credit card data, visited OTAs and supplier sites, etc.
- **Considering Traveling:** Based on indicators like consuming travel inspiration content on TV, SVOD, sites, social, apps like Travel Channel, Pinterest, etc.
- **Not Traveling:** Fits primary generational audiences for demo-targeting, no behavioral targeting. Secondary targets have more disposable income.

# Audience Segments

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All targetable media is planned to reach our generations with our pre-COVID audience splits:

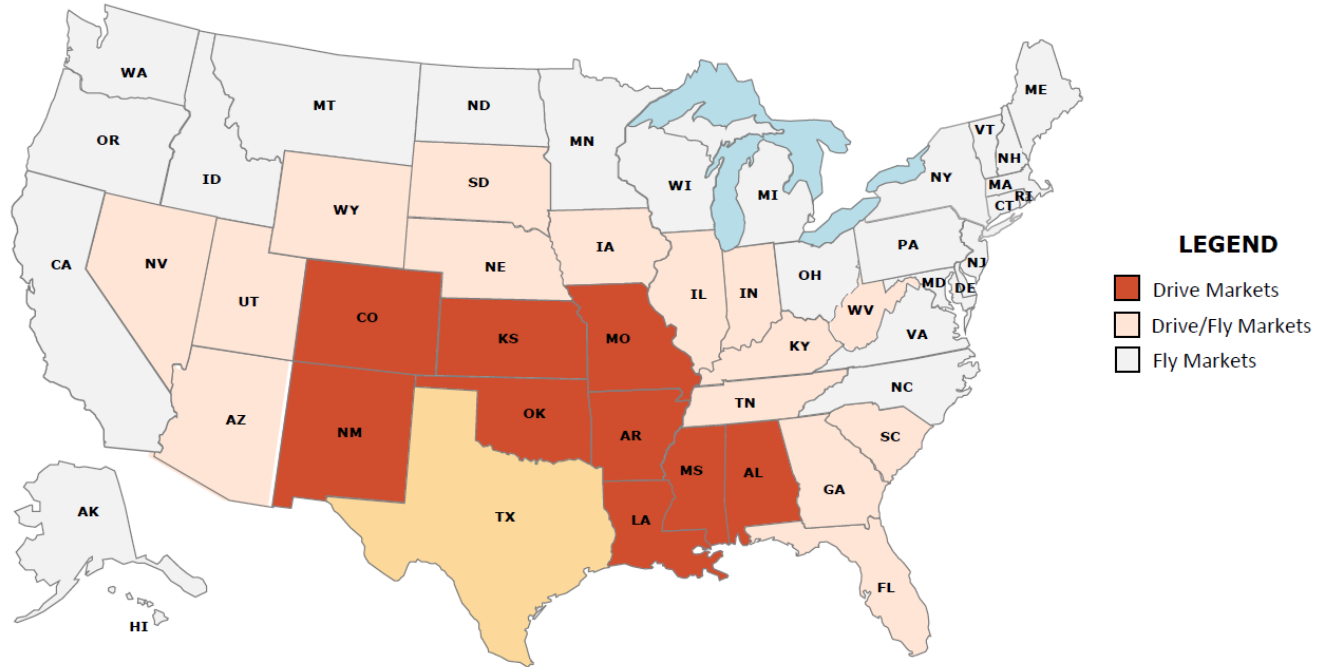
- Millennials - 40%
- GenX - 40%
- Boomers - 20%



# Geography

All FY22 paid media efforts are focused nationally.

In some instances, we will still include plus-ups in our extended drive state markets.



# FY22 Media Pillars – A-B-CTV\*

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## A-B-C TV\* – 53%

- Reach consumers on a 1:1 basis based on their TV viewership data across all of their connected devices including CTV, desktop, mobile & tablet.
- Partner directly with streaming services to reach cord-cutters and cord-nevers that cannot be reached on other platforms.
- Enables us to be on all TV screens and all video streams, measuring success without cookies.

\* A-B-CTV: Advanced, Blended and Connected TV.





# FY22 Media Pillars – A-B-CTV

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## A-B-C TV – 53% (cont'd)

- Based on consumer shift in media consumption and fragmentation of TV/Video landscape, we will continue to run with supply partners and further expand into direct channels.
- Reach target audiences through unique targeting strategies on a variety of different inventory sources via custom video ads on CTV and online video. This allows us to tap into audience segments based on emotional profiles, personality types and culture dimensions where travel ads will be best received.



# FY22 Media Pillars – Social

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## Social – 7%

- A key channel for helping achieve personalization, since every trip to Texas is different, and travelers willingly showcase their trips on social media.
- Hone in on trip planners on Pinterest, leveraging relevant travel content.
- Reach growing travel audience on TikTok’s “For You Page”, source custom videos.
- Tap into social data to reach travel intenders outside of social platforms.





# FY22 Media Pillars – Digital

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## Digital - 16%

This channel will continue to be how we accurately reach our desired audiences and their individual interests.

- This year we will focus on high impact, mobile-first units.
- Target travel intenders based on Telecom Data.
- Leverage mobility data and use tailored messages to reach intended audiences.
- Target affluent travelers based on credit card data.



# FY22 Media Pillars – Digital

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## Digital - 16% (cont'd)

- Engage the equity of an established portfolio of publishers to build brand awareness and familiarity with their audiences.
- Continue to refresh the Travel Texas Data Warehouse to enhance co-op offerings.
- Reach travel searchers through paid search.



# Media Schedule

Audience Outreach Channel	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Social												
Digital-Paid Search / Lead Gen												
Video - Advanced, Blended, Connected TV												
Digital - Standard / Rich Media												
Integrated Branded Content												



# Key Performance Metrics

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- Advertising awareness and intent to travel/arrival lift
- Perception increase
- Return on Investment (ROI)
- Leads
- Website Traffic



## FY22 Advertising Co-Op

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During the Fall and Winter, we will continue to offer our evergreen Co-Op opportunities which include Pinterest, email newsletters and data warehouse opportunities.

Earlier this summer, we fielded a survey of our FY21 Co-Op partners to gain a better understanding of which of our Recovery Co-Op offerings were the most helpful, and what partners hoped to see return, or not, in future programs.



## FY22 Advertising Co-Op

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We have taken all the valuable feedback into account, such as more digital video options and more ways to be a part of our IBC premium partnerships.

We are excited to share all the new options available in 2022!

For a complete list of opportunities and co-op program updates, please visit <https://gov.texas.gov/travel-texas>.







# PR & SOCIAL MEDIA

# Overview



The domestic public relations program works proactively with media, influencers, travel trade professionals and industry leaders to stimulate interest in the Texas travel experience, and to inspire visitors to travel to Texas.

Public relations efforts include ongoing promotion of the state's unique attributes to travelers eager to get out and explore the diverse tourism product and experience all that is Texas.

Elements of this domestic PR and Social Media program may change to more appropriately respond to future challenges and opportunities resulting from the changing Covid-19 situation.





## Objectives

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- Stimulate interest in Texas travel by generating impactful and positive local, regional and national press coverage.
- Drive an increase in meaningful engagements across owned social media channels and elevate social content.
- Continue to promote the state's diverse travel experiences and destination awareness through the "Lets Texas" campaign.





## Objectives

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- Maximize partner participation to unify messaging across the state and generate increased awareness and results.
- Position Texas as a year-round destination by promoting unique and on-trend attributes to travelers who are eager to get out and explore.
- Continue efforts to increase travel dispersal throughout all regions of Texas as well as visitor spend in-destination.



## Targets

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Public relations efforts will include broad regional and national U.S. outreach. Travel Texas aims to secure coverage in outlets within Texas as well as in primary national markets throughout the fiscal year.



## Public Relations Tactics

The Public Relations program works proactively with media, influencers, travel trade and industry leaders to generate positive media coverage for the Texas travel experience. Tactical elements include:

- Ongoing proactive pitching.
- Media Missions – Virtual and/or In-Person as appropriate.
- Hosted FAM experiences.
- Partnerships with national travel, outdoor and lifestyle brands.
- Consumer activations – Virtual and/or In-Person as appropriate.





## Social Media Tactics

Ongoing engagement with influencers on key social media platforms, Facebook, Instagram, Twitter, Pinterest and, new this year, TikTok.

Tactics include:

- Curated content highlighting Texas destinations and activities.
- Large scale interactive campaigns designed to drive consumer participation.
- User Generated Content (UGC) engagement via the state's official hashtag, #TexasToDo.

# Influencer Marketing

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Travel Texas will continue to collaborate with content creators in fly and drive markets to expand the reach of the “Let’s Texas” campaign and key seasonal content focuses.

- Engage with content creators in fly and drive markets for large scale partnerships and integrated campaign initiatives, as well as highlight a range of partners to showcase the diversity of travel experiences.
- Continue to work with Texas-based creators for smaller scale, content focused initiatives, including specialized videos, web content, and event promotion.



## Consumer Engagement

Travel Texas will launch two seasonal, integrated campaigns that are immersive and interactive. The experiences will engage consumers with messages that are social-first and newsworthy.

- Night Skies\* – This pop-up activation will immerse consumers in the big skies of Texas.
- Wildflower Partnership\* – Travel Texas will curate a unique brand partnership to bring the Texas wildflower season to everyday life.

\* Content focuses are subject to change depending on the evolving Covid-19 situation.





## PR & Social Media Co-Op

Co-op opportunities available through the PR & Social Media Co-Op program include:

- Partner inclusion in integrated campaigns
- Evergreen and dedicated Instagram features on Travel Texas social media
- Media missions and coordinated influencer amplification opportunities.

For a complete list of opportunities and co-op program updates, please visit <https://gov.texas.gov/travel-texas>.



# INTERNATIONAL



# Overview

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Travel Texas works proactively with international travel trade, media and consumers to promote the Texas travel product through marketing activities such as social media relations, travel trade shows, sales and media missions, educational seminars, familiarization tours and consumer promotions.





# Overview

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International marketing and public relations efforts by Travel Texas will closely monitor international inbound travel to the U.S.

Travel Texas will conduct international marketing and public relations efforts in key international source markets for Texas and the U.S. as market conditions in the U.S., Texas and source markets evolve positively to support such activities.



# International Travel to Texas

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In 2019, one out of every ten dollars spent on travel in Texas was from an international visitor. The travel industry won't fully recover until international travel resumes.

Air service updates, 2019 impacts on Texas, and 2020-2021 travel trends for visitation to the U.S. are available [here](#) for Travel Texas priority markets: Mexico, Canada, the United Kingdom, Germany, Australia and China.

# Objectives

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Important criteria for consideration of levels of activity will include, but is not limited to:

- Covid-19 conditions in Texas and the U.S.
- Entry policies towards source markets and source market policies toward the U.S.
- North American land border crossings opening to non-essential travel.
- Increases in international air service, and consumer sentiment.





# Targets

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## Travel Industry Professionals

While international travel is limited, Travel Texas will principally engage with international travel trade professionals including tour operators, OTAs, travel agents, industry organizations, airlines, and media.

## Travelers

Travel Texas will continue to provide inspirational messaging to consumers in primary international source markets to keep Texas top-of-mind for future trips. Activities targeting international leisure travelers will evolve as international travel to the U.S. and Texas resume sufficiently.

# Tactics

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- Travel Texas will conduct proactive outreach, virtual training, and participate in trade shows, seminars, or other marketplace opportunities.
- If travel and market conditions evolve positively, activities such as in-person trade shows, trade and consumer marketing opportunities and other activities will be considered.
- Travel Texas will endeavor to generate virtual or in-person cooperative marketing and public relations opportunities for Texas travel industry partners through international activities.



# Planned International Activities/Co-op Opportunities

Many international travel industry events in FY22 will either be virtual or hybrid events. Current upcoming travel events include:

- Brand USA Travel Week Europe - Oct. 25 – 28
- IMEX America - Nov 9-11
- Go West Travel Summit - February 2021
- Brand USA Global Marketplace - Date Coming Soon!

For the complete PR/Marketing event calendar, including partner opportunities, visit: <http://travel.texas.gov/advertising-marketing>.



# MARKETING RESEARCH

# Marketing Research

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Travel Texas monitors many data points to track industry recovery and inform planning. More information is available [here](#).

Visitor profile research for 2019 and shifts observed throughout 2020 were used directionally for planning, and are included as reference.

Ongoing advertising effectiveness research helps to guide tourism promotion and ultimately measure the return on investment.





## **Domestic Leisure Travel to and within Texas**

The attributes that Travel Texas uses to help target out-of-state marketing and promotion include the propensity to travel, distance from the state, and likelihood to drive or fly.

Travel data for 2020 includes pre-pandemic travel in January through March and trips made post-pandemic. Origin markets shifted closer to the state, travelers were older, more likely to drive versus fly, and used shorter planning windows compared to 2019.

Visitor profile data for domestic non-resident overnight leisure visitors, resident overnight leisure travelers and day leisure travelers showing these shifts are included for reference.



# Out-of-State

## Non-Resident Overnight Leisure Visitor Profile

Demographics / Transportation (2019)	
Age	Average: 49.5 Median: 48.5
Household Income	Average: \$105,799 Median: \$86,880
Generation	Millennial/Gen Z (31.3%) Gen X (26.1%) Boomers (37.2%)
Transportation	Air (23.7%) Auto (71.6%)
Road trips (one way distance)	Average: 685 miles Median: 598 miles

Demographics / Transportation (2020)	
Age	Average: 56.8 Median: 57.6
Household Income	Average: \$98,289 Median: \$82,864
Generation	Millennial/Gen Z (15.4%) Gen X (13.5%) Boomers (66.7%)
Transportation	Air (15.2%) Auto (80.0%)
Road trips (one way distance)	Average: 478 miles Median: 298 miles

Trip Planning (2020)	
Less than one month	45.2%
One month or more	54.8%

Trip Planning (2019)	
Less than one month	34.5%
One month or more	65.4%

# In-State

## Resident Overnight Leisure Visitor Profile

Demographics / Transportation (2019)	
Age	Average: 48.6 Median: 47.2
Household Income	Average: \$97,909 Median: \$73,549
Generation	Millennial/Gen Z (33.0%) Gen X (28.1%) Boomers (34.2%)
Transportation	Air (1.6%) Auto (96.4%)
Road trips (one way distance)	Average: 174 miles Median: 164 miles

Demographics / Transportation (2020)	
Age	Average: 51.9 Median: 51.3
Household Income	Average: \$114,139 Median: \$93,561
Generation	Millennial/Gen Z (28.6%) Gen X (25.6%) Boomers (41.1%)
Transportation	Air (3.5%) Auto (94.0%)
Road trips (one way distance)	Average: 183 miles Median: 172 miles

Trip Planning (2020)	
Less than one month	60.6%
One month or more	39.4%

Trip Planning (2019)	
Less than one month	62.4%
One month or more	37.5%

# Day Trips

## Leisure Visitor Profile

Demographics / Transportation (2020)	
Age	Average: 60.6 Median: 57.4
Household Income	Average: \$111,886 Median: \$83,896
Generation	Millennial/Gen Z (17.9%) Gen X (19.8%) Boomers (52.1%)
Transportation	Air (0.6%) Auto (98.4%)
Road trips (one way distance)	Average: 165 miles Median: 92 miles

Demographics / Transportation (2019)	
Age	Average: 50.3 Median: 51.3
Household Income	Average: \$89,387 Median: \$71,250
Generation	Millennial/Gen Z (30%) Gen X (25.8%) Boomers (37.3%)
Transportation	Air (.4%) Auto (98.4%)
Road trips (one way distance)	Average: 133 miles Median: 73 miles

Trip Planning (2020)	
Less than one month	83.1%
One month or more	16.7%

Trip Planning (2019)	
Less than one month	77.9%
One month or more	22.0%



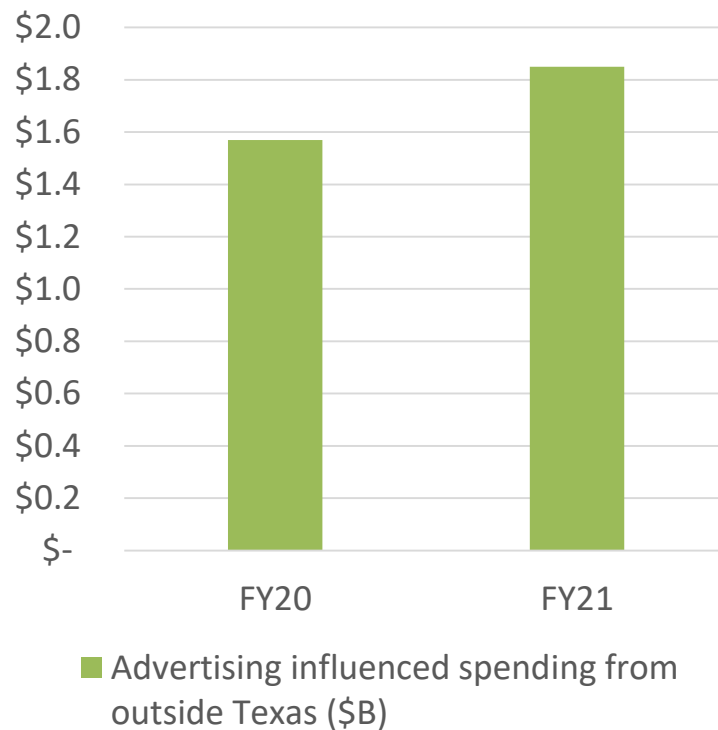
# Advertising Effectiveness

Advertising impacts are trending in the right direction. In FY21 advertising influenced travelers from out-of-state spent \$1.85B – an increase of 18% from the prior fiscal year. The majority (70%) of FY21 impacts were realized following the launch of recovery advertising in March 2021.

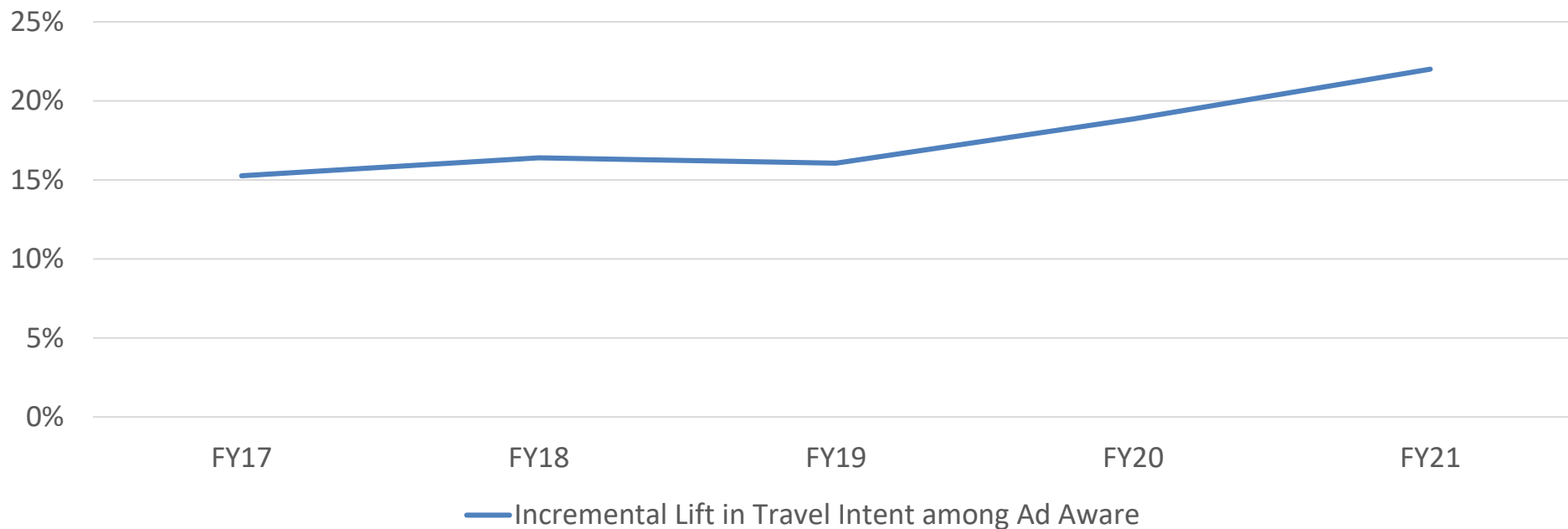
Intent to visit Texas among ad aware households compared to unaware households increased during the pandemic, indicating that ads were resonating with the intended audience and were well targeted.

Prior to the pandemic in FY19, 75% of out-of-state advertising impacts were from travelers in fly markets compared to 30% in FY21. Conducting a national campaign will keep Texas top of mind as more travelers plan long-haul trips.

# Advertising Impacts Trending in the Right Direction



# Intent to Visit Texas Increasing Among Ad-Aware





# Contact Travel Texas

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Travel Texas is located within the Office of the Governor, Economic Development & Tourism. For additional information and to subscribe to our newsletter, please visit: [www.travel.texas.gov](http://www.travel.texas.gov).